

Message Text

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PAGE 01 BRUSSE 00323 131540Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----131542Z 031076 /43
R 131144Z JAN 77
FM MAMEMBASSY BRUSSELS
TO USDOC WASHDC
INFO SECSTATE WASHDC 0000

UNCLAS BRUSSELE0323

E.O. 11652:N/A
TAGS:BEXP,BE
SUBJECT: COUNTRY COMMERCIAL PROGRAM 1977; FIRST QUARTER PROGRESS
REPORT

REF: CCP FOR BELGIUM FY 1977

SUMMARY

HIGHLIGHTS OF THE FIRST QUARTER WERE THE USDOC-SPONSORED CATALOG SHOW, HELD AT HOBBY '76 THE EMBASSY-SPONSORED ELECTRONIC COMPONENTS CATALOG SHOW, THE TWO MAJOR " GESPREKSDAGEN " OR "JOURNEE DE CONTACT" HELD IN LIEGE AND ANTWERP, AND A CONFERENCE-COCKTAIL ON U.S. CONVENTION FACILITIES SPONSORED BY THE LOCAL VISIT USA COMMITTEE. DURING THE QUARTER, THE EMBASSY AND CONSULATE GENERAL ANTWERP SUBMITTED 226 TRADE OPPORTUNITIES, 35 LICENSING AGREEMENTS, AND 8 INVESTMENT OPPORTUNITIES. THE CCP IS ON SCHEDULE, AND IN SOME CAMPAIGN AREAS, THE EMBASSY HAS EXCEEDED CCP GOALS THE YEAR.

1. COMPUTERS AND RELATED EQUIPMENT. NEW ASSISTANT COMMERCIAL ATTACHE PATRICK KILLPACK HAS TAKEN OVER RESPONSIBILITIES FOR THIS CAMPAIGN. CAMPAIGN REMAINS ESSENTIALLY ON SCHEDULE, ALTHOUGH FIRST QUARTER UNCLASSIFIED

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QUOTA OF 7 TO'S WAS NOT REACHED. (EMBASSY SUBMITTED FOUR TO'S DURING THE QUARTER). WE EXPECT HOWEVER TO EXCEED CONSIDERABLY CAMPAIGN TO QUOTA FOR THE YEAR AS A RESULT OF THE COMPUTER AIDS TRADE MISSION SCHEDULED TO VISIT BELGIUM MARCH 1977.

2. POLLUTION CONTROL. ON SCHEDULE.

3.LABORATORY INSTRUMENTS.ON SCHEDULE.EMBASSY HAS COMPLETED MUCH OF THE PRELIMINARY PREPARATIONS FOR THE USDOC-SPONSORED CATALOG SHOW TO BE HELD AT INSTRURAMA TRADE FAIR, MARCH 31 TO APRIL 5, 1977..

4.CONSUMER GOODS.ON SCHEDULE.DURING QUARTER,EMBASSY ORGANIZED A USDOC-SPONSORED CATALOG SHOW AT HOBBY 76 TRADE SHOW. ATTENDANCE WAS EXCELLENT AND SHOW GENERATED 53 TD'S IN THIS CAMPAIGN CATEGORY.

5.ELECTRONIC COMPONENTS.ON SCHEDULE.DURING QUARTER,THE EMBASSY IN COOPERATION WITH FAIR, A LOCAL TRADE ASSOCIATION GROUPING IMPORTERS AND EXPORTERS OF ELECTRONIC COMPONENTS,ORGANIZED AN ELECTRONIC COMPONENTS CATALOG SHOW.AS A RESULT OF CATALOG SHOW, EMBASSY SUBMITTED 25 TO'S ,THUS ACHIEVING DURING THE FIRST QUARTER CAMPAIGN TO QUOTA FOR THE YEAR.

6.VISIT U.S.A.ON SCHEDULE.

7.MISCELLANEOUS.DURING THE QUARTER,THE RENOVATION OF THE EMBASSY COMMERCIAL LIBRARY AND COMMERCIAL OFFICES WAS BEGUN. (SINCE NOVEMBER 2, THE EMBASSY'S COMMERCIAL STAFF HAS BEEN OPERATING TEMPORARILY OUT OF AN EMBASSY-LEASED APARTMENT LOCATED NEXT DOOR TO THE CHANCELLERY).THE NEW COMMERCIAL OFFICES ARE EXPECTED TO BE OPERATIONAL ON OR ABOUT 24 JANUARY 1977.ALSO DURING THE QUARTER,THE EMBASSY ORGANIZED TWO MAJOR " GESPREKSDAGEN" OR "JOURNEES DE CONTACT"IN ANTWERP AND LIEGE AND A "MINI JOURNEE DE CONTACT"IN IVELLES.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BRUSSE00323
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770013-0568
Format: TEL
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770156/aaaabwyz.tel
Line Count: 88
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 20-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3609602
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM 1977; FIRST QUARTER PROGRESS REPORT
TAGS: BEXP, BE
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/dc4070da-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009